

Program Data Sheet

Name of Event: Lincoln Penny Swim		
Date: February 11, 2006	Day of Week: Saturday	Time: 1pm – 2pm
Location: CAC Indoor Pool	Information Phone #:788-3301	Price:\$1 per person
Program Coordinator: Mike Carlomany		
Phone #: 788-3301	Fax #: 788-3345	E-mail Address: michael.j.carlomany@us.army.mil
Purpose of the Event: To host a low cost, fun event for children in our community. To increase visibility and awareness of our aquatics facility and programs offered.		

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Lisa Diddlemeyer, Patricia Radcliff	Publicity	788-3296			Casemate\ ezine \ Marquee \ web page \ in-house flyers
Aquatics Staff	Equipment	3301	3345	michael.j.carlomany@us.army.mil	Lifeguards, Sound system with headset, signs to mark areas by age on poles mounted in traffic cones
Aquatics	Supplies	3301	3345		10 Gold Dollars, 2 Pennies with markings, \$70 in change (40 in pennies, 10 in Gold Dollars, zip lock bags, Swim Caps
MP Company, Arthur Hunt	10 Traffic Cones				Mark Cones with signs to designate areas
Lisa Diddlemeyer	Sponsorship	3296			\$100 Sponsorship for Swim Caps, \$10 Gold Coins, \$25 pennies from FMCU
	Food & Beverages				
	Procurement				
In house, all staff and volunteers	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis		
Sales:	39.00	Notes: The additional revenue included: 3 registrations for youth swim lessons, 3 summer pass sales, \$135 sponsorship from FMCU Other Expenses consist of the swim cap purchase(261.65)
COGS:		
Other Revenues:	540.00	
Labor:	63.00	
Other Expenses:	261.65	
NIBD:	254.35	

Program Analysis	
Attendance:	39 children
What went well: <ul style="list-style-type: none"> ➤ An overall success. ➤ Signage was clear, pool was marked and cordoned off well ➤ Stream lined ticket and other sales; had a volunteer behind a 6 foot table selling tickets the day of the event in the lobby outside the pool area. Swim caps were issued at the time of registration. Had swim lesson applications, rental forms available and sell summer pool passes at the early bird rate during this event. ➤ Pictures after the event, getting everyone together ➤ Getting emails at the time of registration to better direct future marketing efforts ➤ Age limits: 1-3, 4-6, 5-8, 9-12, 13-15 was good 	
Elements to Change: Advertising: <ul style="list-style-type: none"> ➤ List recommended items to bring, e.g. goggles, plastic bag or bucket to put pennies in ➤ Inform customers that two grand prizes for gold pennies, 10 prizes(gift certificates) for gold will be awarded. Children can keep their pennies. ➤ Make sure the post calendar is correct and have the weekend prior to presidents day 	
Other: <ul style="list-style-type: none"> ➤ Educate customers as to the appearance of and any markings on the winning pennies ➤ Have a designated photographer 	
Elements to add: <p>Other activities may want to set up a table in the lobby to showcase their programs.</p>	
Other Comments: <p>Everyone had a great time , parents as well as the children. We had approximately 160 people attend this event. (children, parents and friends).</p>	